Ord	ers

1

Order / Rev:

104412

Alt Order #:

06832077

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

09/05/12 - 09/11/12

Original Date / Rev:

07/18/12 / 10/01/12

Order Type:

GENERAL



KSNV

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast

EOM/EOC

15%

00:05:00

Cash

Advertiser

Name:

Priority:

"Heller, Dean for U.S. Senate

A35+

Demographic: Product Codes:

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 08/27/12 09/10/12 79 \$42,775.00

Totals

\$36,358.75

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	79	\$42,775.00	\$36,358.75	0.00
Totale	70	\$42.775.00	\$36 350 7E	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$42,775.00
Market	100%	\$147,500,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$38,350.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$26,550.00
KTUĎ	1%	\$1,475.00
KVVU	24%	\$35,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,950.00

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 09/05/12	09/07/12	M-F 5-6a WakeUp w M-F 5-6a WakeUp v	ū	5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
NEWS		w r o oa wakeep v	wwagners								
Start Date Week: 09/03/12	End Date 09/09/12	Weekdays S	pots/Week	Rate	Rating						
VV66K. 09/03/12	03/03/12		<u>ა</u>	\$185.00	0.00						

Print Date: 10/02/12 08:33:55 Page 2 of 5

KSNV

Order / Rev

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt,Order #: Flight Dates: 06832077

09/05/12 - 09/11/12

Product Desc:

HELLER FOR SENATE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/05/12	2 09/07/12	M-F 5-6a WakeU	_	5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
	NEWS			M-F 5-6a WakeU	p w/vvagners								
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	eek: 09/0		09/09/12 2 09/10/12	WTF M-F 5-6a WakeUp	3 /\/e@\/I	\$185,00 5-6a	0.00 M	:30		\$185.002	0.00 NINA		0070.00
ĽZ	KONV	08/10/12	2 09/10/12	M-F 5-6a WakeU		5-0a	4	.30	2	\$105.00Z	0.00 NM	2	\$370.00
	NEWS	1 D . (.	m. i b. i	186 1 1	O 1 544 1	Б.	.						
W	<u>Star</u> eek: 09/1	<u>t Date</u> I0/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$185,00	Rating 0.00						
				M-F 6-7a WakeUp		6-7a	M	:30	2	\$450.002	0.00 NM	2	\$900.00
	NEWS			M-F 6-7a WakeU	p w/Wagners			-					
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/1		09/16/12	M	2	\$450.00	0.00						
E 4	KSNV	09/05/12	2 09/07/12	M-F 6-7a WakeUp M-F 6-7a WakeU	•	6-7a	WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
	NEW\$			IVI-P 0-7a VVakeO	p wwwagners								
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 09/0		09/09/12 2 09/07/12	WTF Today Show	CM	\$450.00 658a-9am	0.00 WTF	:30	3	\$550.002	0.00 NM	3	\$1,650.00
LJ	KONV	00/00/1/	2 03/01/12	Today Show	Civi	0004-94111	W1F	.50	J	\$550.002	U.UU INIVI	3	\$1,050.00
•	TODAY	4 D -4-	E1 D-1-	\$8211	0	ъ.	5						
W	<u>Star</u> 09/0eek	<u>t Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$550.00	<u>Rating</u> 0.00						
			2 09/10/12	Today Show	CM	658a-9am	M	:30	2	\$550.002	0.00 NM	2	\$1,100.00
	TODAY			Today Show		•	•					ļ	
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09/		09/16/12	M	2	\$550.00	0.00						
E 8	KSNV	09/05/1	2 09/07/12	M-F Today Show M-F Today Show		9-10a	W-F	:30	2	\$200.002	0.00 NM	2	\$400.00
	TODAY	II		W-1 Today Show									
167		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 09/0		09/09/12	W-F M-F Today Show	III 4th FRM	\$200.00 10am-11am	0.00 WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
			2 00/0//(2	Today 4th Hour	111 -1111 1011	Touris Truin	****	.00	J	,Ψ200.002	0.00 14101	3	φουσ.σο
	TODAY		End Date	Maakdaya	Cnoto (Mook	Data	Datina						i .
W	<u>اeek: 09</u> /(<u>t Date</u> 03/12	09/09/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$200.00	Rating 0.00						
E 10	KSNV	09/10/1	2 09/10/12	M-F Today Show	III 4th 13M	10am-11am	M	:30	2	\$200.002	0.00 N M	2	\$400.00
	TODAY	111		Today 4th Hour									
		<u>t Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 09/		09/16/12	М	2	\$200.00	0.00						
E 11	KSNV	09/10/13	2 09/10/12	Noon News Noon News	CM	12-1230pm	M	:30	2	\$275,002	0.00 NM	2	\$550.00
	NEWS											1	
10.7	<u>Staı</u> 'eek: 09/	t Date	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$275.00	Rating 0.00						
			2 09/07/12		CM	12-1230pm	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
				Noon News		•							, : 2.23
	NEWS Stat	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 09/	03/12	09/09/12	WTF	3	\$275.00	0.00					l	
E 13	KSNV	09/05/1	2 09/07/12		CM	3-4p	WTF	:30	3	\$300.002	0.00 NM	3	\$900.00
	PHIL			Dr Phil									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 09/0		09/09/12	WTF	3	\$300.00	0.00	.00		6000 000	0.00 111-		4200.00
⊨ 14	KSNV	09/10/1	2 09/10/12		CM	3-4p	M	:30	2	\$300.002	0.00 NM	2	\$600.00

Print Date: 10/02/12 08:33:55 Page 3 of 5

KSNV

Order / Rev

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt, Order #:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

Ln Ch	Start	End	Inventory Code	e Break	Start/End [*]	Гime Days	Len Spo	ts	Rate Pri	Rtg Type S	Spots	Amount
			Dr. Phil									
PHIL			Dr Phil									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 09/	10/12	09/16/12	M	2	\$300.00	0.00						
E 15 KSNV	09/10/1	2 09/10/12	NEWS 3 at 4 (1	-	4-5pm	M	:30	2	\$350,002	0.00 NM	2	\$700.00
NEWS			4PM NEWS (1 h	nour)	(4:00 PM-4:3	30 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				•		
Week: 09/		09/16/12	M	2	\$350.00	0.00						
E 16 KSNV	09/05/1	2 09/07/12	NEWS 3 at 4 (1	HOUR)CM	4-5pm	WTF	:30	3	\$350,002	0.00 NM	3	\$1,050.00
MENTO	٠		4PM NEWS (1 h	nour)	(4:00 PM-4:	30 PM)						
NEWS	rt Dete	End Date	Maakdaya	Spoto Micole	Data	Datina						
<u>ડા</u> ટ Week: 09/	<u>rt Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> ₩TF	Spots/Week 3	<u>Rate</u> \$350.00	Rating 0.00						
Name and the same of the same			NEWS 3 at 4 (1		4-5pm	TF	:30	3	\$450,002	0.00 NM	2	\$900.00
			4PM NEWS (1 h		(4:30 PM-5:0		,,,,	•	V 100,000	0.00 7,111	_	4000.00
NEWS												
	rt Date	End Date	<u>Weekdays</u> TF	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	NEWS 3 at 4 (1	HOURSON 2	\$450.00 4 -5pm	0.00 M	:30	2	\$450.002	0.00.8184	2	ቀሰባለ ሰባ
E 10 KONV	09/10/1	2 08/10/12	4PM NEWS (1 h		4-5pm (4:30 PM-5:0		.30	2	\$40U.UUZ	0.00 NM	2	\$900.00
NEWS				,	(,						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 09/		09/16/12	M	2	\$450.00	0.00						
E 19 KSNV	09/10/1	2 09/10/12	M-F Early News M-F Early News	CM	5-630p	M	:30	2	\$725.002	0.00 NM	2	\$1,450.00
NEWS			W-F Early News									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				•		
Week: 09/		09/16/12	M	2	\$725.00	0.00						
E 20 KSNV	09/05/1	2 09/07/12	M-F Early News	СМ	5-630p	TF	:30	6	\$725.002	0.00 NM	6	\$4,350.00
NEWS			M-F Early News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 09/	03/12	09/09/12	TF	6	\$725.00	0.00						
E 21 KSNV	09/10/1	2 09/10/12	M-F Jeopardy	СМ	630-7pm	М	:30	2	\$725.002	0.00 NM	2	\$1,450.00
JEP			M-F Jeopardy									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	M	2		0.00						
		2 09/07/12	M-F Jeopardy	СМ	630-7pm	TF	- :30	3	\$725,002	0.00 NM	1	\$725.00
		Ť	M-F Jeopardy									
JEP	u Data	Cod Data	Managan	C==t=#4/4==1.	Dete	Dation						
<u>ان م</u> Week: 09	rt Date /03/12	End Date 09/09/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$725.00	<u>Rating</u> 0.00						
Spot Ch	Date Ra	ange <u>D</u>	escription		t/End Time		<u>Weekdays</u>	Len	igth Rate	Rtg Type		
		2-09/09/12 N	1-F Jeopardy	630-	7pm		ThF	-	:30 (\$725.00)	0.00 <i>NM</i>		
	<i>edited</i> edit]											
E 23 KSNV		12 00/07/12	M E Whool	СМ	7-730pm	TF	- :30	2	ቀ70ሮ ስለስ	0.00 NM	4	#70F 00
L 20 NOIW	03/03/1	12 03/01/12	M-F Wheel of Fo		7-700pm	11	50	2	\$725.002	0.00 14141	1 .	\$725.00
WHEEL	_											
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/ Spot Ch	/03/12 Date Ra	09/09/12	TF Description		\$725.00 <u>t/End Time</u>	0.00	Mookdaye	Lor	ath Data	Pta Tupo		
		2-09/09/12 N			<u>∪⊏nu nine</u> i0pm		<u>Weekdays</u> ThF		<u>igth Rate</u> ∴30 (\$725.00)	Rtg Type 0.00 NM		
	edited			. , .	F				(4, 20,00)	17///		
[cr	edit]											
E 24 KSNV	09/10/1	12 09/10/12		CM	7-730pm	M	- :30	2	\$725,002	0.00 NM	2	\$1,450.00
WHEEI			M-F Wheel of Fo	ortune								
	- irt Date	End Date	Weekdays	Spots/Week	Rate	Rating				i		
•										•		

Print Date: 10/02/12 08:33:55 Page 4 of 5

KSNV

Order / Reva

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt_/Order#:

06832077

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/05/12 - 09/11/12

WHEEL Start Week: 09/10 E 25 KSNV (FACE Start Week: 09/10	<u>Date</u> 0/12 09/10/12 <u>Date</u>	End Date 09/16/12	M-F Wheel M-F Wheel of For	CM tune <u>Spots/Week</u>	7-730pm	M	:30	2	\$725.002	Rtg Type S 0.00 NM	2	\$1,450.00
E 25 KSNV C FACE Start Week: 09/10 E 26 KSNV C FACE Start	Date	09/16/12	Weekdays M									
E 25 KSNV C FACE Start Week: 09/10 E 26 KSNV C FACE Start	Date	09/16/12	M	Spots/Week								
Week: 09/10 E 25 KSNV 0 FACE Start Week: 09/10 E 26 KSNV 0 FACE Start	Date	09/16/12	M	Opotaryyour	Rate	Rating						
FACE Start Week: 09/10 E 26 KSNV 0 FACE Start	<u>Date</u>	09/10/12	EgestoEses/Balat	2	\$725.00	0.00						
Start Week: 09/10 E 26 KSNV 0 FACE Start			i acetonace/Raisi	on Rep&M	730-758pm	M	:30	2	\$400.002	0.00 NM	2	\$800.00
Start Week: 09/10 E 26 KSNV 0 FACE Start			Face to Face w/ .	J.Ralston								
Week: 09/10 E 26 KSNV 0 FACE Start		End Data	Mookdova	Chata/Minak	Data	Datina						
E 26 KSNV (FACE Start		End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00				1		
FACE <u>Start</u>	09/05/12		FacetoFace/Raist	on RenGM	730-758pm	TF	:30	3	\$400.002	0.00 NM	. 1	\$400.00
Start			Face to Face w/		·				·			,
	.				<u>.</u> .					l		
		End Date 09/09/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
	ate Rar		escription		/End Time		Veekdays	Ler	ngth Rate	Rtg Type		
1 KSNV 0	9/03/12	-09/09/12 F	acetoFace/Ralston	Report 730-	758pm	_	ThF	-	:30 (\$400.00)	0.00 NM		
Cred												
[cred			MEN OF	014	44 4405				4750.000	0.00.1114		
E 27 KSNV (J9/06/12	2 09/06/12	M-F News 3 at Ele M-F News 3 at Ele		11pm-1135pr	nT	:30	1	\$750.002	0.00 NM	1	\$750.00
NEWS			141-1 140W3 0 dt E	CVOII								
<u>Start</u>		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/03		09/09/12	T	1	\$750.00	0.00			····			
E 28 KSNV (09/10/12	2 09/10/12	M-F News 3 at Ele M-F News 3 at Ele		11pm-1135pr	n M	:30	1	\$750.002	0.00 NM	1	\$750.00
NEWS			MI-L MEMS 2 ST E	even								
Start	Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week; 09/10	0/12	09/16/12	M	1	\$750.00	0.00						
E 29 KSNV (09/08/12	2 09/09/12	Sa-Su News 3 at		11pm-1135pr	n\$S	:30	2	\$750.002	0.00 NM	2	\$1,500.00
NEWS			Sa-Su News 3 at	Eleven								
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/03	3/12	09/09/12	ss	2	\$750.00	0.00						
E30 KSNV (09/08/12	2 09/08/12	News 3 Sunrise -		6a-7a	S-	:30	1	\$200.002	0.00 NM	1	\$200.00
NEWS			News 3 Sunrise S	SATURDAY						Ì		
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/03		09/09/12	S-	1	\$200.00	0.00						
E 31 KSNV (09/08/12	2 09/08/12	Sa-Su Early New	s CM	5pm-630pm		:30	2	\$350.002	0.00 NM	2	\$700.00
NEME			Sa-Su Early New	S								
NEWS Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/03		09/09/12	S-	2		0.00						
E 32 KSNV	09/09/1	2 09/09/12	Sunday Today	СМ	7a-8am	5	:30	1	\$625.001	0.00 NM	1	\$625.00
OLINITOR	2437		Sunday Today									
OT NUS	Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/0		09/09/12	S	<u> </u>	\$625.00	0.00			•			
E 33 KSNV			NFL Football	СМ	1P-9PM	S	:30	1	\$8,000.002	0.00 NM	1	\$8,000.00
			NFL Football									
SNFL	Doto	End Date	Wooledayo	Spots/Week	Data	Doting						
<u>Start</u> Week: 09/0:	<u>Date</u> 3/12	End Date 09/09/12	<u>Weekdays</u> S		<u>Rate</u> \$8,000.00	Rating 0.00						
·			Sports Night in La			200aS	:30	1	\$200.002	0.00 NM	1	\$200.00
			Sports Night in L			_			,		•	
SPORTS			Machine	On at a DAT	b .	D-#.			•			
<u>Start</u> Week: 09/03	<u>Date</u> 3/12	End Date 09/09/12	<u>Weekdays</u> 5	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
-			M-F News 3 at El	even CM	11pm-1135pr		:30	1	\$750.002	0.00 NM	1	\$750.00
			M-F News 3 at E		[1100 VI	•		,	φ. 55. 002	5,55 I HIS	•	ψ. σσ.σσ

Print Date: 10/02/12 08:33:55

Page 5 of 5

Order / Rev

104412

Advertiser:

Heller, Dean for U.S. Senate

Alt_Order #: Flight Dates: 06832077

09/05/12 - 09/11/12

Product Desc:

HELLER FOR SENATE

KSNV

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 35 KSNV 09/07/12 09/07/12		11pm-1135p	mF	:30	1	\$750.002	0.00 NM	1	\$750.00
5/ 15 / 5 15 /	M-F News 3 at Eleven	- .							
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
N 36 KSNV 09/05/12 09/05/12	<u> </u>	11pm-1135p		:30	1	\$750.002	0.00 NM	1	\$750,00
1100 110111 00/00/12 00/00/12	M-F News 3 at Eleven	11pm (100p	**	.00		φ100.002	0.00 11111		Ψ100.00
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 09/03/12 09/09/12	W 1	\$750.00	0.00						
N 37 KSNV 09/09/12 09/09/12		7-10pm	S	:30	1	\$900.002	0.00 NM	1	\$900.00
Olad Data - Field Data	News 3 in Prime	(8:30 PM-9:3							
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
N 38 KSNV 09/05/12 09/07/12	·	1230-1p	WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
	The Agenda 1230pm	1200 16		.00	Ů	Q200.002	0.00 (4)	Ū	Ψ000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/03/12 09/09/12	WTF 3	\$200.00	0.00				,-		
N39 KSNV 09/10/12 09/10/12	The Agenda 1230pm CM The Agenda 1230pm	1230-1p	M	:30	2	\$200.002	0.00 NM	2	\$400.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/10/12 09/16/12	M 2	\$200.00	0.00						
N 40 KSNV 09/08/12 09/08/12	Weekend Jeopardy/WheaM WKND Jeop/Wheel	630-730pm	S-	:30	1	\$350.002	0.00 NM	1	\$350.00
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 09/03/12 09/09/12	S1	\$350.00	0.00						
N 41 KSNV 09/05/12 09/07/12	M-F Today Show II 3rd H0M M-F Today Show II	9-10a	WTF	:30	1	\$200.002	0.00 NM	1	\$200.00
TODAY II	W-1 Today Srlow II								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 09/03/12 09/09/12	WTF 1	\$200.00	0.00						
N 42 KSNV 09/10/12 09/10/12	M-F Jeop/Wheel CM M-F Jeopardy/Wheel of Fortun	630-730pm e	M	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/10/12 09/16/12		\$1,000.00	0.00						
							Totals	79	\$42,775.00